



# GUIDELINES FOR HOSTING A SUCCESSFUL RIBBON CUTTING

---

**Hosting a Ribbon Cutting Ceremony is a great way to kick-off the grand opening of a business.**

If your organization:

- Opened its doors in the last 12 months
- Changed ownership
- Has moved to a new location or expanded/remodeled at its present location

Then, the Chamber would be happy to assist in a Ribbon Cutting Ceremony. The guidelines below will help prepare you for the event.

**Select a Date & Time** – **Three weeks advance** notification to the Chamber is required. For locations outside of Tulare City limits, joint participation from at least one other area Chamber is recommended. Ribbon Cuttings are scheduled *Tuesday-Thursday* at 10 am or 4 pm. Please refer to our website calendar when considering dates and times.

**Create Your Invitation** – As the host, your invitation should outline what can be expected at the Ribbon Cutting. Is there a decoration theme? Or will there be a special give away item? Will there be music? Share information of unique aspects of the event to draw more attendance. Send the invitation information to Chamber staff prior to event for maximum publicity.

**Let People Know** - Invite your potential and current customers, suppliers, employees, families, neighboring businesses and anyone else you can think of.

**Provide Hors d'oeuvres & Drinks** – This is a great addition to any gathering, but is not required. Planning can be as elaborate or as simple as you like, whatever fits your budget. If the menu will be a focal point, that should also be part of the invitation information. If your business is a restaurant, the menu should definitely be the highlight. The drinks can be whatever is comfortable for your place of business.

***The Tulare Chamber of Commerce will:***

- Notify the membership of the event through our emails, newsletter, website calendar, and Facebook.
- Assist your company in collecting business cards at the door. As well as any other assistance that may be needed.
- The Chamber will say a few words, welcoming your business to the community.
- Invite Elected Officials, Dignitaries, and City Officials if requested.
- Assist with composing and distributing a Press Release if requested.
- Provide the scissor and ribbon.
- Distribute the ribbon cutting photo to the media, and include the photo on the Chamber website and Facebook page.
- Provide staff and Ambassadors to assist with the ribbon cutting.

***Expectations for Hosting a Ribbon Cutting***

- Attendance varies among Ribbon Cuttings. **Attendance is based on your host and Chamber invites.**
- Be prepared to say a few words of welcoming, promoting your business, and thanking people for attending.
- Choose a location for official Ribbon Cutting photo and decide who will be in the photo.



FAX THIS FORM TO 686-4915 or EMAIL TO [Staci@tularechamber.org](mailto:Staci@tularechamber.org)

***Company Information***

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Physical Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Web Address \_\_\_\_\_

***Preferred Dates (Normally a Tuesday, Wednesday or Thursday)***

First Preference \_\_\_\_\_ Time: 10am or 4pm

Second Preference \_\_\_\_\_ Time: 10am or 4pm

For planning and marketing purposes, ribbon cuttings should be scheduled at least **3 weeks** in advance. After this form is received, you will be contacted by a Chamber representative to discuss the details of your event. Once your ribbon cutting is approved, you will receive an emailed copy of this form for your records. Please contact [Staci@tularechamber.org](mailto:Staci@tularechamber.org) or (559) 686-1547 with any questions.

**APPROVAL**

The above referenced ribbon cutting is approved for the following:

Date \_\_\_\_\_ Time \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date